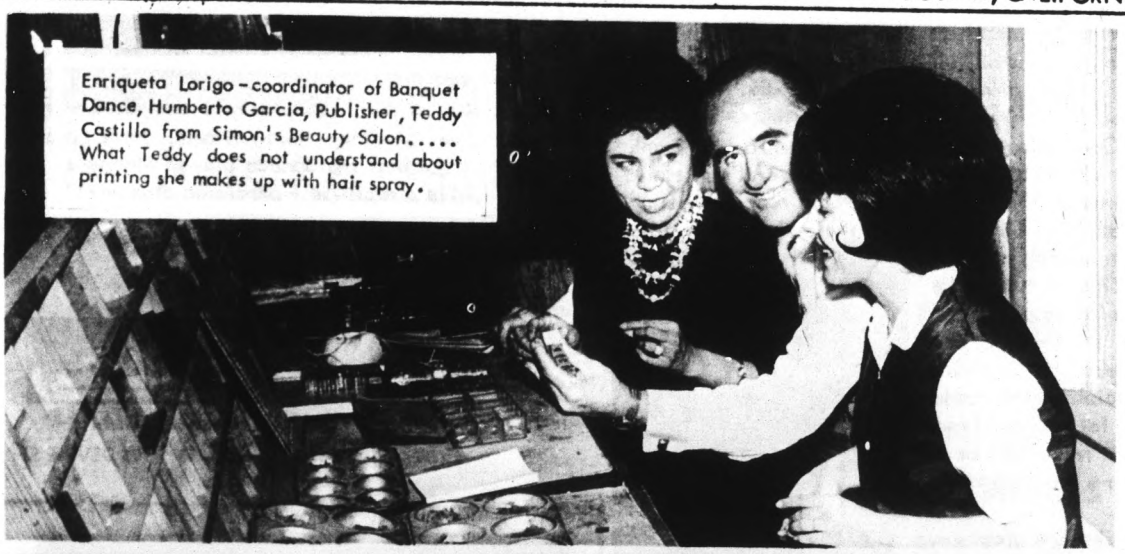
# El Excentrico

Magazin Social, Fotográfico Latino-Americano

HUMBERTO GARCIA
Director

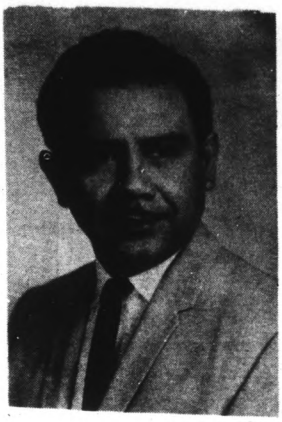
AÑO 15, Num. 2 | NOVIEMBRE 5, 1964 | SAN JOSE 10, CALIFORNIA

Enriqueta Lorigo - coordinator of Banquet Dance, Humberto Garcia, Publisher, Teddy Castillo from Simon's Beauty Salon..... What Teddy does not understand about printing she makes up with hair spray.




*Teddy Castillo beautifies Excentrico's Web with romantic hair spray*



CLUB San Felipe

Candy Veliz

What's this I hear that a certain girl got tired of her high heels at the Zanzaree party and swapped them for a pair of men's loafers.....what some girls won't do.

Club San Felipe is very grateful to Mr. Frank and Ray Davilla, Mr. Martin Mendez and Mr. Hank Coca through their courtesy the club received beautiful trophies. The pictures of the awards party will appear in coming issues.



This is Pvt. Mike Carmona of music fame. Mike is stationed at Fort Ord where he is taking basic training. I could like to let all his friends know that Mike will be in town for the Christmas holidays.

Mike is a great guy and we certainly wish him all the luck in the world and may his stay in the US Army be a pleasant one.

CAN YOU HELP?

Mrs. Lupe Morin Salazar would like to know the whereabouts of Rebecca Bernal. She is from Del Rio, but she don't know her married name.

Her mother's name is Mrs. Antonia Garza, and she is from Del Rio too. If someone knows her whereabouts please call 258-8786 and ask for Mrs. Lupe Morin. Thank you.

This 'N That

Art and Joe "Cheche" Ramirez will soon open a bar in Madrone right in front of the Rest Haven Motel. Keep your eyes on this column for opening date.

Mil felicidades al Sr. y Sra. Juan & Maria Contreras el dia 30 de Octubre celebraron 40 años de casados. Que Dios les de muchos años mas de vida.

George Duran and Irene Moreno will become Mr. & Mrs. on Nov. 6th. Congratulations.

On Dec. 4th El Excentrico will celebrate its 15th year of existence. Bids will soon be out and we hope that you can be with us.

* * * *

EL TROPICAL RESTAURANT IN SAN JOSE

El Tropical is a restaurant in the same site of the old Latin Quarter on Almaden Road, but you would never know that it was the same one. Danny has decorated and remodeled it with excellent taste and it wouldn't surprise me if it will soon be frequented by the elite of society - the food is excellent and the place is immaculate.

Congratulations Dan, and we wish you success!!!!

* * * * *

MERCHANTS OF LABOR is a book written by Dr. Ernesto Galarza. It is a book about the Mexican bracero. The book is certainly worth reading and you can get it by writing for it to MERCHANTS OF LABOR, 1031 Franquette Avenue, San Jose, Calif.

The cost is $2.00 per book, plus 25 cents for mailing charge.

* * * * *

Carmen's Patio is featuring Nino, a trumpet player that can play 2 trumpets at the same time better than most players can play one. If you don't believe me, drop by Carmen's Pntio and you will see. Thou shalt not lie.....

Savoy's shuffleboard team composed of Kilo Rabago, Jess Medina, Greg Gloria, Jerry (Naro) Moran and Gilbert Maldonado played Manny's. La historia vuelve a repitirse - perdieron otra vez!!!!


ALL TYPES of COMMERCIAL and SOCIAL PRINTING

El Excentrico

Humberto Garcia

CY 2 - 4273 195 DEVINE ST.



El Excentrico

Magazin Social, Fotografico Latino-Americano

CY 2 - 4273 195 DEVINE ST.

Publicado los Dias 5 y 20 de cada mes en San Jose, California. (Condado de Santa Clara).

HUMBERTO GARCIA, Director

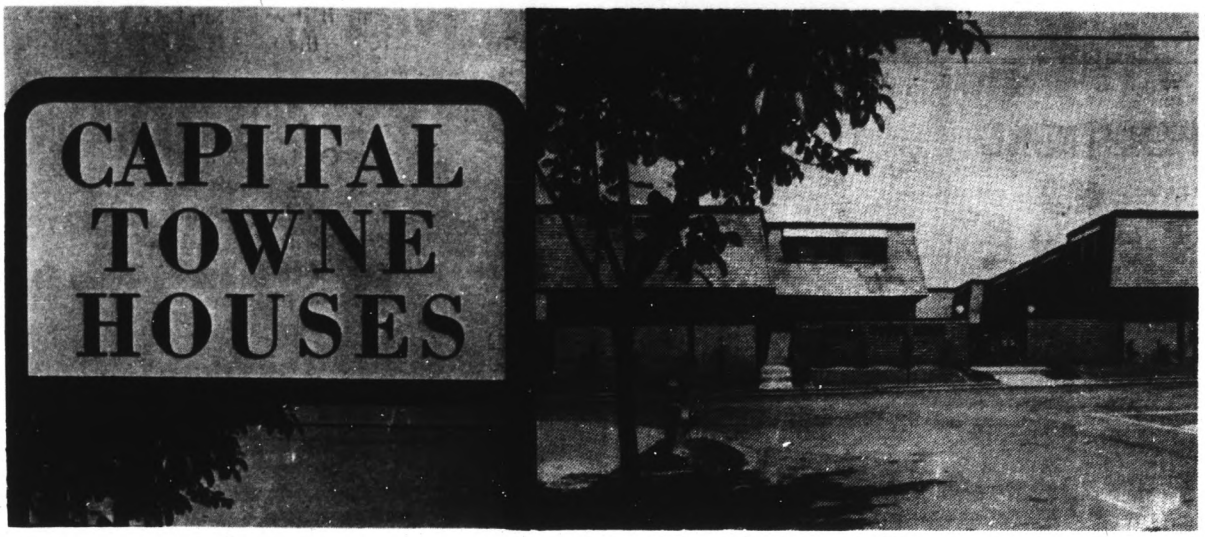
DAVE E. SIERRA, Assistant Editor

COLABORADORES

AMERICAN G I FORUM
CATALINA BARRAGAN
RICHARD DIAZ
CLUB SAN FELIPE
CLUB RIVIERA
BOB RODRIGUEZ
DANIEL SALDAÑA
GILBERT SOLAREZ
SIMON VILLA
CLUB ZANZEREE
Maria de la Luz SANCHEZ



Esta Revista no se hace responsable de ideas u opiniones en articulos firmados




# AHORA ELEGANTES RESIDENCIAS

## Para Ud. y Toda su Familia por tan solo

**$109.00 Al Mes**

VEA USTED LAS RESIDENCIAS de CAPITOL TOWNE HOUSE HOY MISMO

Usted Puede Comprar su Comoda y Elegante Residencia con 3 RECAMARAS, Refrigerador, Maquina Secadora Baño y Medio, Estufa Electrica con Su HORNO " Garbage Disposal ", Un lindo PATIO con su Cerca y un Amplio CUARTO de RECREO !

El Anticipo de $199.00 incluye todos los Cargos o sea " Closing Costs ". Su Pago Mensual de $109 incluye todos los intereses, Presupuestos " Taxes " y Seguros Requeridos.

PLAN 3

**3 RECAMARAS**

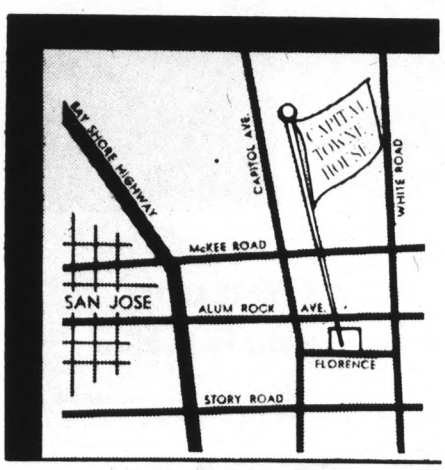
**1 BANO y Medio**

ANTICIPO y CARGOS

**$199.00**

PAGO MENSUAL

**$109.00**




CAPITAL TOWNE HOUSE, INC.

2633 S. BASCOM AVENUE - Campbell

**Phone 259 - 3641**

**A SCHULTE-CAMP DEVELOPMENT**

# THE POLITICAL ● SCENE

*William T. Ellis*



The election 1964 is now a great addition to the American heritage of political freedom. This nation, this blend of humanity drawn from the cultures of all nations has stepped forward again from the controversies of partisan politics. Our diverse philosophies have been united through the strength of our electoral process.

The great day, however, is not over. It was not November 3rd. It is each day. The creative mind of two weeks ago is no less creative today. The leaders of both sides during the campaigns are yet as capable today. The necessities of our political climate have not taken leave for the next two or four years. We still have people; and people are lives with hopes and wants. It is even more important now to continue stepping forward. We must each attempt to maximize our potentials and offer to our country all that is bounded by our individual limitations.

●●●●●●●●


COMMERCIAL PRINTING
PUBLISHING
PHOTOGRAPHY

*Spanish - English Magazine*
*Reaching 30,000 Readers*

*Humberto Garcia*
DIRECTOR

El Excentrico

CY 2 - 4273 195 DEVINE ST SAN JOSE, CALIFORNIA

**Dr. Ivan T. Hendren**



**QUIROPRACTICO**

**Tel. 295 - 4202**

**416 E. Santa Clara St.**

HORAS de CONSULTA
Lunes a Viernes 9 - 12 y 2 - 5
Martes y Sabados 9 - 12
Lunes y Juev. 7 a 9:00 p.m.

**Sufre de Dolor de Cabeza,** corto de resuello, del corazon, presion de la sangre, del estomago, higado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presion en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los organos del cuerpo. Esta fuerza de los nervios dirije la funcion de los organos y cuando hay interferencia causa mal funcionamiento de estos organos. Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus organos con analisis cientificos quiropracticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiropracticos.

**Toda Clase de Propiedades**

Tel. 258 - 1366 1411 Sun Shadow Lane



GEORGE GOMEZ REALTY



BLANCA y JOSE J. ALVARADO

**Asuntos de INMIGRACION**

**Traducciones - Notario Publico**

Nuestra larga Experiencia en tramitar Documentos de Importancia es su Mejor Garantia.

**Agencia de CASAS**

Tel 251 - 6756

**2194 ALUM ROCK AVENUE.**

*Ideal* **BARBER SHOP**

**BARBERIA MEXICANA**

3 BARBEROS
SERVICIO de PRIMERA

ABIERTO
9:00 a.m. a 7:00 p.m.
Cerrado Domingos
Sebastian y Raul Hernandez
Propietarios



**CY 5-2688** **70 W. St John St.**



## Lumello - Esquivel

EDITH ESQUIVEL daughter of Mr. and Mrs. Felix Esquivel exchanged vows with Mr. DANIEL LUMELLO on Sept. 12, 1964, at 7:30 p.m. at the First Latin American Assembly of God Church in this city.
(photo by MANUEL FERNANDEZ)


For ARTISTIC and CORRECTLY

DESIGNED

*Wedding Invitations*

Our PRINTING DEPARTMENT

Is at Your SERVICE.

El Excentrico
Magazin Social, Fotografico Latino-Americano
HUMBERTO GARCIA
Director

CY 2-4273
195 DEVINE STREET SAN JOSE 10, CALIFORNIA


## *Galeria Infantil*



LORI LICON
4 months old
Parents
Arthur and Gloria Licon
Nieta: Juan y Concha Segura



ROSA ANNA LOERA
4 yrs. - 8 mo. Born in S.J.
Parents
Manuel and Connie Loera



LEITER STUDIO

STEVEN TORRES
3 mo. - Born in S.J.
Parents
Daniel and Eloise Torres



PAUL GEORGE LA SALLE
4 mo. - Born in S.J.
Parents
George and Virginia La Salle



*Maria de la Luz Sánchez*

La simpatica y muy popular pareja formada de los esposos D. Pompeyo Garcia y su digna compañera Da. Josefina Carrasco de Garcia, fueron agasajados en grande al cumplir sus felices 38 años de vida conyugal, en la linda residencia de sus hijos Hugo y Sharon Garcia, ubicada en el numero 4320 Marlowe Dr.

De acuerdo con las elegantes esquelas signadas por ambos jovenes esposos, y que circularon entre las numerosas amistades de los esposos Garcia, el dia 5 de Septiembre proximo pasado dichas amistades se dieron cita en casa del joven matrimonio del que se hace mencion y ahi fueron atendidos regiamente sirviendose a los concurrentes una exquisita y abundante cena rociada con buenos vinos cerveza y jaiboles. El Sr. Jose Amaya Monroy agasajo a los festejados llevandoles al efecto el magnifico Trio CARTA BRAVA, el cual hizo las delicias de la concurrencia amenizando el magnifico tiempo de que se disfruto al interpretar magistralmente las mejores y mas gustadas canciones de su amplio repertorio.



Don Pompeyo Garcia y su muy digna esposa Doña Josefina Carrasco de Garcia partiendo el tradicional pastel de Bodas el dia en que celebraron su 38 aniversario de vida conyugal en la elegante residencia de sus hijos Hugo y Sharon Garcia, 4320 Marlowe Drive el dia 5 de Septiembre de 1964.

Entre las distinguidas personalidades que estuvieron a testimoniar su estimacion y cariño a los esposos D. Pompeyo y Doña Josefina Carrasco de Garcia, pudimos anotar los siguientes nombres:

Senador Jack Thompson y esposa,
Sr. y Sra. Rico Sr. y Sra. Carl Avery
Sr. y Sra. Monroy Mr. & Mrs. Lou Bergna
El Famoso Trio Carta Brava
Los hermanos Ibarra y Ricardo Henderson
Mr. and Mrs. Ed Levin
Mr. and Mrs. Charles Avery
Sr. y Sra. Richard Y. Sanchez
Sr. y Sra. Severo Ozuna
Sra. Irene O. de Garcia
Dr. John de Heras y Georgia Thompson
Sr. y Sra. Jose Gonzales
Sr. y Sra. Bill Martinez
Sr. y Sra. Valentin Talamantes
Sr. y Sra. Ralph Talamantes
Mr. and Mrs. Ray Blackmore
Sr. y Sra. Marcel Saucido
Mr. and Mrs. Ed R. Collison
Mr. and Mrs. Sra Emilia Adolfo
Miss Noemi Peterson Sr. y Sra. Felix Leon

* * *

El congressman Charles Gubser, que cultiva una antigua y reconocida amistad con los festejados, desde Washington envio a estos un expresivo mensaje congratulatorio, expresando su sentimiento por no poder acompañarlos personalmente en tan bella ocasion.

D. Pompeyo Garcia es una persona que merecidamente goza de la simpatias y respeto de nuestra comunidad, porque siempre ha desarrollado una benefica labor en bien de la gente Mexicana.

Al cumplirse los 38 años de su feliz matrimonio, quien esto escribe, patentiza una vez mas su sincero afecto al matrimonio Garcia deseandole una larga vida prodiga en todo linaje de venturas.

## PRELUDIO

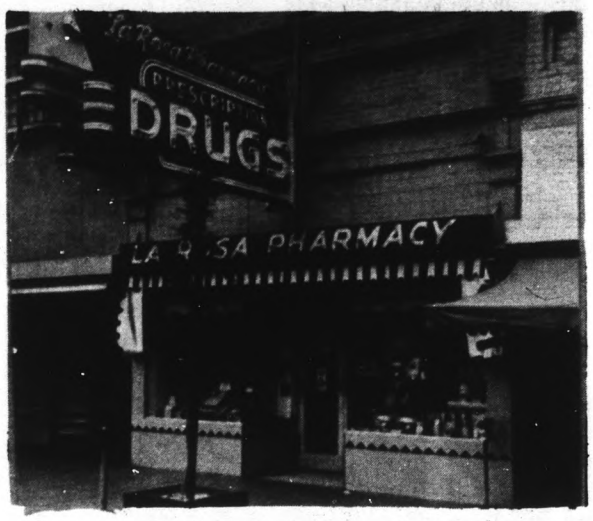
Nuestro querido magazine, EL EXCENTRICO, en visperas de celebrar sus Bodas Quinceaneras, reunio en amable convivio a su Director, Humberto Garcia y a varios de sus colaboradores en el nuevo y confortable restaurant TROPICAL, ubicado en el viejo camino de Almaden, por una cortesia de su propietario Danny Lopez, quien atendio gentilmente a la familia EXCENTRICO, obsequiandola con una rica cena y sabrosos jaiboles, a mas de bien helada cerveza. El fotografo del EXCENTRICO y azote del lente Richard Diaz, hizo gala de su pericia en el arte de Daguerre, fotografiando a los concurrentes a esta agradable tertulia que representa la comprension y el apoyo de nuestro publico hacia los que exprimen su cerebro para brindarle, desde este organo de prensa, en una forma bilingue y agradable lo que puede significar algun interes dentro de la vida social de San Jose. El director de esta revista, agradecio su bello gesto al dueño del TROPICAL, expresandole con sencillas y sinceras palabras, su reconocimiento personal y el de todos sus colaboradores por este agasajo que dejo un grato recuerdo entre los que a el asistieron.

( continua en la siguiente plana ) .....

## DIA DE SANTO

En su espaciosa y acogedora residencia del numero 1798 de la calle Harrison en Santa Clara, la estimable Sra. Rafaelita Lara recibio la visita de sus numerosas amistades, a quienes obsequio con una rica y abundante comida festejando su dia de santo, el domingo primero de Noviembre.

Rafaelita recibio muchos y lindos regalos de sus hijos y de sus amistades a las que atendio con la amabilidad y esplendides que la caracterizan. Se jugo a las cartas y a la muy mexicana loteria, pasandose una tarde alegre y divertida por demas, ya que Rafaelita Lara es una persona muy estimada por sus virtudes entre su circulo de amigos, quienes le desearon por su dia de santo muchas felicidades.


*Maria La Rosa, Prop.*

**Nos Especializamos en** **Recetas**

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.

*Cut - Rite* BARBER SHOP

Highest Quality Hair-Cutting at Reasonable Prices

OPEN 7 DAYS - Daily 9:00 a.m. 7:00 p.m.
SUNDAY 9:00 a.m. to 3:00 p.m.

MEN $1.75

Children (Under 12) $1.35

*Al Cano, Prop.*

297 - 9705 1279 E. Santa Clara St.

# Lo MEJOR en COMIDA MEXICANA

★★

## FINE MEXICAN FOOD

Como en LAS PALMAS este Restaurant usa unicamente los Mejores ingredientes para todas sus comidas.

COMBINATION PLATES desde .90¢

Abierto LUNES a SABADO 11 a 8:00 p.m.

MARTIN MENDEZ & SON

294 - 4923 1310 AUZERAIS AVE.

*Continental Cusine*

Atras de SEAR'S

*Las Palmas Taco Bar*

" San Jose's Original Taco Bar "

Only the BEST QUALITY FOODS USED

SPECIAL PARTY RATES

Open 7 Days a Week 9 a.m. to 9:30 p.m.

**1.000,000 TACO Mark**

We are glad to announce to our patrons that we have passed the One MILLION TACO Mark
Thank You, Martin Mendez, Jr.




295 - 3132 1495 The Alameda




# G. M. Russell Used Cars

## All Sharp Cars 1950 to 1960

## Ni lc de ENTRE

100 % FINANCIAMIENTO una vez
★ Aprovado su CREDITO.
COMPRAMOS y VENDEMOS toda clase de AUTOS
Obtenga un BUEN AUTO sin tener que dar
Absolutamente nada de ANTICIPO

295 - 0677 or 78 745 S. FIRST ST.

## Excentrico Magazine 15th Anniversary Friday, December 4

## Banquet - Dance Hawaiian Gardens ★★

Pat Vasquez chairman of this event tries to solve printing problems on Excentrico's automatic webendorfer press with a saw claiming that as a carpenter what ever ails he saws off, lovely Teddy Castillo of Simon's Beauty Salon smiles approvingly thinking what fun she would have solving problems her own way, Hiardo, manicure shampoo etc.....

Any who extensive preparations are being made so that Excentrico's 15th ANNIVERSARY Banquet - Dance will be a terriffic success. Ray Camacho and his orchestra will provide the music. There will be presentation of Awards, good food and entertainment.
Dinner will be served from 7:00 to 8:30, Dancing from 9 to 1:00. Bids are $5.00 per person. They can be obtained from any of the staff writers. Or by calling Marce Mora, Bid Chairman at 251 - 1688.





# Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

All BRAND NEW
White Dinner Jackets & Black Tuxedos

## Red Coats, Grey & Blue

## Directors - Cutaway

LA MEJOR CALIDAD.

MATRIMONIOS
BAILES
FIESTAS

SELIX
FORMAL WEAR
SALES·RENTALS

CY 4-2322 75 S. 2nd St.

Sra. Gloria Perez, Sra. Vera Diaz, el gran compositor-cantante y artista del cine
JOSE ALFREDO JIMENEZ
Sra. Dora Cordova (de Canoga Park)
y Sra. Betty Amesqua.

Estas Señoras felicitaron al popular astro durante su visita a esta ciudad.
Se presento en el Rainbow Ballroom

foto richard diaz - El Azote del Lente.



**Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian**




Nwanyia Ogalanye Beauty Salon

( SOPHISTICATED LADY )

Connie Garza Special
PERMANENT $5.00
( Complete )

OPEN:
Tuesday thru Saturday 9:00 to 6:00 p.m.
COMPLETE BEAUTY SERVICE
( UPSTAIRS )

CY 2 - 9620 654 S. FIRST ST.




MR. and MRS.
Jess and Cuny Medina

EXCENTRICO presents..... personalities that attended Club San FELIPE FORMAL Sat. July 25 - Cabaña Motel



GASPAR ESPINOZA
PATTY TAMEZ



MR. and MRS.
Fred and Rachel Flores



The Quiet Mexican - American

Andrew G. Diaz

## EQUAL EDUCATIONAL OPPORTUNITIES FOR ALL MINORITY GROUPS

Well my friends that time has come. Don't shut-up, but stand-up and wake-up. In 10 or 20 years there won't be prunes or walnuts for picking. At the rate progress is moving around the valley don't be surprised if you go next season and find a tract of homes or a supermarket in its place. If we don't better ourselves in this decade 20 years from this day we will be picking up our shadows of negligence and memories of passed in jails, or slum alleys in place of fruits. It takes just a little extra courage for a person of a minority group to move into a new neighborhood and associate with different people and different cultures I refer to our friends the Anglo. We might encounter discrimination and feuds, tho wouldn't it be foolish to run, what we must do is to stand our ground. I don't mean by using violence, for nothing is ever accomplished in this approach but by negotiating and thus coming to a closer and more meaningful understanding.

Let me mention a few points found among or minority groups, I will specifically refer to my native tongue Mexican American by name. In accordance to the 1960 census indicated that 77% of the labor force falls in the Agriculture Dept. of employment. And those of Anglo natural-origin hold positions such as foremen and managers. In this same department why the difference?

For this reason our raza must increase its representation by 25%. By directing projects in conjunction to our forecoming bill the war on poverty, overwhelmed by so many human beings, furthermore as a standard policy this bill is hoped to help all people involved disregarding race, color, creed or natural origin of an individual.

We must also be aware of other problems, our crime, delinquency, school dropouts and even health and social habits. It is also been brought to my attention that our people have a tendency to live in poverty and a great number of our youth tend to follow our elders patterns, as many of us call it traditional customs. Call it what you like tho one who is born in poverty stays in poverty unless he happens to be a gifted individual. For this reason our youth must be given reconsideration by our elders and be given the opportunities of challenging these problems with firmness and become more involved with social and academic career schools, we must accept the facts that our true resources and pride are inbounded within our human people, and thru only by united means will slowly see the image and true value of our minority youth and be able to show the majority groups that thru struggles and waiting periods, show our achievements of which our forefathers have so proudly conserved. I furthermore feel that in the near future we will be granted the full support of all minority groups rather it be Oriental, Negro, Jewish, or whathave-you, for this is our only means of being able to be garented the liberty of living without fear of what will happen to our youth of nexter year.

Let me just mention some disadvantages of our minority groups and education:

a) Financial difficulties
b) Family complication of his unusual culture
c) Uncertainty because of race or language barrier

I'll speak about moral- when it comes down to morals, a customer will always appreciate an honest person. He must have the emotional stability. There are always customers who are hot headed and will begin any type of violent outbursts the clerk has to be able to get things under control in a hurry. Uncertainty- although a person in a minority group maybe well trained at a certain profession their is always the uncertainty that a would-be employer will not employ this person. It is true that the laws have been passed by the state legislature to avoid discrimination in employment but many employers when interviewing a person from a minority group and an Anglo will on the average employ the Anglo. Many are well aware that many people in the dominant group show prejudice toward these groups and many may not patronize the store, barbershop, restaurant, hotel or any other establishment. For this reason many Mexican Americans, American Negroes, Filipinos, etc., obtain unskilled jobs. Their salaries and working conditions are always among the lowest, but are happy working among their own kind, and unfortunately seldom advance above that status. While other white Americans might not show this discrimination, they might believe that most minority groups lack education and training to compete in our dynamic labor market. Before we can be treated as equals we must show the Anglos that we have the ability, mentality, desire, and mean business in our competition with them.

Money- Among one of the necessities in obtaining a better education is of course, money. Most people are not fortunate enough to have parents or relatives that are not financially well off to carry them through their schooling. Most especially those in the minority groups. They usually encounter serious problems once they have broken loose from the bonds of the home town. It simply boils down to this: one has to go through mud and hot water, and maybe even bread and water wiel getting started.

Tougher yet when one is married and tries to get a decent education.

Family difficulties- Most women will do anything to help their husbands, but once a husband thinks about getting a new job, they will begin almost instantly about family obligations mother-in-laws etc.

I further more urge all minority groups to attend this new California Business College. It concerns basically with Grocery Checking tho let us not forget

( continued next page ) .....

tudents of today are leaders of tomorrow. And maybe in ten years you'll be the manager of the U. S. Super.

Here are just a few opportunities:

a) State approved diploma
b) Welfare- if on welfare you may qualify
c) Age requirement 18 years
d) Grade transcript upon completion
e) Letter of recommendation
f) Personal help in job placement

Train now to compete tomorrow! For further information read the Excentrico.

So to all those who are in minority groups and are presently earning low wages, make the effort now to obtain a diploma at the California Business College. I urge you only so as to enjoy the same benefits now being enjoyed by most Anglos. It would be very unrealistic to think that no one in our minority group or any other minority group thinks that there kind is superior to all others. We cannot and will not by thinking that our lot is the best, or by ignoring the problems of other groups achieve our own goals. I respectfully state my personal opinion if ever you achieve a great success please reconsider the problems of others and treat them as you expect to be treated. And may I wish you the best of luck.

Sincerely and truly,
Andrew G. Diaz
CYpress 7-8577

**Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian**


*Advanced* AUTOMATIC TRANSMISSIONS




En la grafica: Jim McKelvey, Prop. y Azof Ferdinand

Reseal Trans. $26.95 Labor plus parts.
OVERHAUL $37.50 Labor plus parts.
FINANCING AVAILABLE

**FREE COURTESY CAR**

*Jim McKelvey*

**286 - 4008** **433 WILLOW ST.**

*California* BUSINESS COLLEGE

MEN WOMEN

CALIFORNIA BUSINESS COLLEGE
OFFERS a CAREER in
THE FOOD BUSINESS

TRAIN NOW FOR
**GROCERY CHECKING**
ADVANCED MANAGERIAL TRAINING
FINANCING ARRANGED
Day and Evening Classes
Call or Come in: 294 - 7782, 294 - 1802
1098 E. Santa Clara St. San Jose, Calif.



**FREE PLACEMENT SERVICE**

★ **EARN TOP WAGES**

EXCELLENT WORKING CONDITIONS
UNBEATABLE INSURANCE PLAN
for YOU and YOUR FAMILY.
RESPECTABLE JOB and FUTURE

Tel. 294 - 7782 1098 E. SANTA CLARA ST. SAN JOSE



# Club Zanzaree

*Trudy Jimenez*

Tropical Restaurant having their grand opening. Staff members of the Excentrico were guests of honor at the banquet October 30th. Here is wishing Mr. Danny Ramos lots of luck and success with his new restaurant-cocktail lounge.

El Tropical was formerly known as the Latin Quarter. Drop in and say hello to Danny.

*****

The big event of the Excentrico 15th Anniversary Banquet to be held December 4th. A dinner-dance and show will be held at the Hawaiian Gardens with admission $5 per person. You may get your bids from any Excentrico staff member or member of the banquet committee consisting of Manuel Fernandez, Henrietta Lorigo, Pat Vasquez and Marcy Mora.

* * *

A dinner was given for Jan and her son Danny Mora. The occasion was a farewell party. Jan will go to Okinawa to join her husband Ray Mora.

PARTY-PARTY-PARTY!

A Halloween party was held at Dora Herrera's home. Some of the attractions of the night were an unidentified man dressed as a woman, it did the swim and for a grand finale a beginning of a strip. Dora was a frighting sight in her vampira costume.

Our office staff at Fairchild Semi-Conductor held a Halloween party at Dr. Ray Micotti's home in the Saratoga hills. Everyone had a terrific time, special entertainment was provided by Rick Jenson who played the guitar and sang for us. Ray, your house is so beautiful when I got there I felt like going through the servants' entrance.

Club Zanzaree held a Halloween party, oh what a party. Pat Maldonado went as Susie Wong, Zeke Martinez went as Dr. Ben Casey with patients Frank Carvajal suffering from an oversized headache and Richard better known as Dick suffering from a broken leg but recovered everytime there was a twist. The most beautiful bartender I have ever seen was the main attraction of the night who was a certain blonde by the name of Josephine. She had all the guys around her and didn't give us girls a chance. She had a sexy red dress and she apparently had on a new pair of shoes cause she fell down twice. All in all we'll have to give Joe credit for dressing up like he did.

Maida Herrera went as Irma La Douce, who was looking for her white poodle with the green bow. She finally settled for a brown wolf. Rudy Torres as Fidel Castro who when he left didn't know when he left. Marcy Mora as Pocahantas who was looking for Captain John Smith who didn't show up. Carlos Zamora went as the Sheriff of Nottingham. Hopie Alamillo went as the Little Old Winemaker, she the life of the party. Her outfit was so cute you would have laughed. Mary Hernandez wore a sexy French girl's outfit. Ramsey was the Remeo of the night. Irene Maldonado went as Maybelle. Her roaring 20's outfit looked real nice. Charlie Molina and friend Ron were in their normal wolf costumes. Just kidding!

Others attending were Mr. Humberto Garcia, Manuel Fernandez, Henrietta Lorigo, Joel Reyes, Bill Ellis and last but not least let's not forget Morticia who was hopping around in her black skin tight dress who is better known as Frances Herrera. It seems her wig kept getting in the way of her false eyelashes. Two of our new members Niafa and Mary were dressed as a Spanish matador and a Mexican charro. By the way, Freddie Acosta, who were you?, and the many others who came without costumes.

We would like to thank everyone who came to our party in costumes in the spirit of Halloween. We hope everyone enjoyed themselves.

Trudy Jimenez,
CLUB ZANZAREE

**Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian**


*Alma* **LIQUORS**

**The House of Good Spirits**




AMERICAN EXPRESS MONEY ORDERS Sold Here

En la grafica ENRIQUE y ETHEL
atentos propietarios

DIFERENTES CLASES de LICORES por CAJA

Ahorre el 10%

286 - 2323 557 W. ALMA AVE

# Obtenga estos Valiosos Certificados al Comprar su Traje de NOVIA en

## MAYO BRIDAL'S

Formerly AUDRY'S

*Trajes para Novia y su Corte*

ABIERTO Lúnes de 12:00 del dia a 9:00 p.m.
Martes, Miercoles, Viernes y Sabados 9:30 a 5:30 p.m.
Jueves de 9:30 a.m. a 9:00 p.m.

LAY AWAY PLAN - First Natl. Bank Card

Se ofrece un SERVICIO COMPLETO para la Novia
Fotografia, Floreria, Invitaciones, Pastel de Bodas

*Descuento Especial*

*Henrietta Lorigo. Owner*

**294 - 4348** **85 W. SAN ANTONIO ST.**



**EXCENTRICO PRINTERS**

THIS CERTIFICATE Is Good for Publishing
Engagement or Wedding Picture
Wedding Invitations - Humberto Garcia
CY 2 - 4273 195 DEVINE ST.

**LEITER STUDIO of Photography**

THIS CERTIFICATE is good for 1 - 16 x 20
$39.50 worth with purchase of 16 photo
Wedding Album Mac Hernandez, Prop.
CYpress 3 - 3343 255 1/2 S. First St.

ATTEND
THE CHURCH
OF
YOUR CHOICE

**SIMON'S Beauty SALON**

This CERTIFICATE is Worth $1.00
To Apply towards Beauty Work
Teddy Castillo, Owner
295-5391 32 S. Market St.

*Carl Roach Photographer*

THIS CERTIFICATE is Good for 1 - 16 x 20
$35.00 worth with purchase of Wed. Album
Weddings - Portrait - Commercial
295 - 0530 753 E. ST. JAMES ST.

**COTTAGE WEDDING CAKES**

THIS CERTIFICATE is Worth $10.00
To Apply towards the purchase of
WEDDING CAKE
292 - 6880 27 E. San Antonio St.

*Naulets Flowers*

THIS CERTIFICATE Is Worth $10.00
Towards purchase of Bridal Unit
Jack Mieuli, Jr.
292 - 8311 2nd and San Fernando St.



# Club Riviera



*Harold Martinez*

I'd like to start by giving a well deserved congratulations to EL EXCENTRICO MAG. Also to our fine editor Mr. Humberto Garcia who has been King of the Hill since the mag first originated in 1949. The originality and development of this fine magazine is a real accomplishment.

Club Riviera extends our good luck wishes to Mr. and Mrs. Frank and Jeanie Kawakami on their hunting trip to Minnesota. Frank has been Club Secretary for the past year and also our reporter. Imagine a secretary, reporter turned hunter! Although I hear Frank K. is a great shot. I have heard it from a reliable source that Frank can give a buck a real close shave from about 25 yards. That's real skill, Frank.

Again, good luck on your trip. I think I'll wire the Minnesotans that Frank is on his way there. If they're smart they won't issue him a hunting license!!

* * * *



Introducing a new member to Club Riviera under the name of Richard Moreno. Richard is married, is the father of four children and resides in Campbell. He also served nine years in the Navy and is currently an instructor in the San Jose Navy Reserve. Among other things he is active as a Cub Scout **Committee Chairman.**

Our boy **Richard is from Watsonville, lives in** Campbell and works in Redwood City for West Coast Cartage Inc. He tells me he likes parties, dancing, and camping. He also likes all sports in general. He says he likes to do yard work during the weekends. I know some guys do it but don't especially like it. I am sure Richard Moreno will be one of the outstanding members of Club Riviera.

If you're in the market for some furniture stop by at Furniture Discount House at 82 E. Santa Clara St. You get good deals and some excellent furniture.

The excellent sales personnel will be glad to serve you. You can catch Hank Coca on Sundays on Channel 11 between 10 and 10:30 on Furniture Discount Mexican program.

\# \# \# \#

## ANOTHER DANCE IN THE MAKING

It will be given by the GI Forum, San Jose Chapter. It is being held at the Lions Club, 99 Bascom Avenue on November 21st.

There you will have all you can eat and drink for all night, or rather from 8 PM to 1 AM. It is a Welfare Benefit Buffet-Dance and you can dance to the great music produced by the terrific band of Jess Escobar.

Better music you won't get anywhere and live too! You get all this for the small sum of $12.50 per couple. Be sure to go and enjoy yourself at another Forum function.

Can you imagine how sick and twisted the minds of some people really are? Consider this: After the horrible ordeal Mrs. Jacqueline Kennedy has had to endure some not too bright person scares her with a bomb threat. Fortunately the FBI and Secret Service were unable to find any bomb that might have caused great injury or possibly worse to Mrs. Kennedy and her children. This person or persons' mind is sick, sick, sick. If he or she is ever caught they should be helped, to the moon perhaps.

* *

I had planned to show a picture of our club entry in the parade in the last issue but it seems our editor came up with a picture of someone named Goldwater. This picture was not Riviera's intention. OK, Bert, apologies accepted.

Then there is the story of the priest who was looking at the pretty girls as the people were leaving church. One lady upon noticing this remarked to the priest, "Why father, aren't you ashamed of yourself?"

And his reply to the lady was, "Why should I be. Just because I'm on a diet doesn't mean I can not look at the menu..."

That's all----------

I'll be keeping an eye out for you.....

FRANK ESPINOZA




"La Joya"

JEWELRY

REPAIR SHOP

Original Hand made JEWELRY Alterations & Diamond Setting

(C) 1964

80 W. SAN CARLOS STREET

Located in the Sainte Claire Hotel

Tel. 298-2423 80 W. SAN CARLOS ST.

# ★ FURNITURE DISCOUNT House

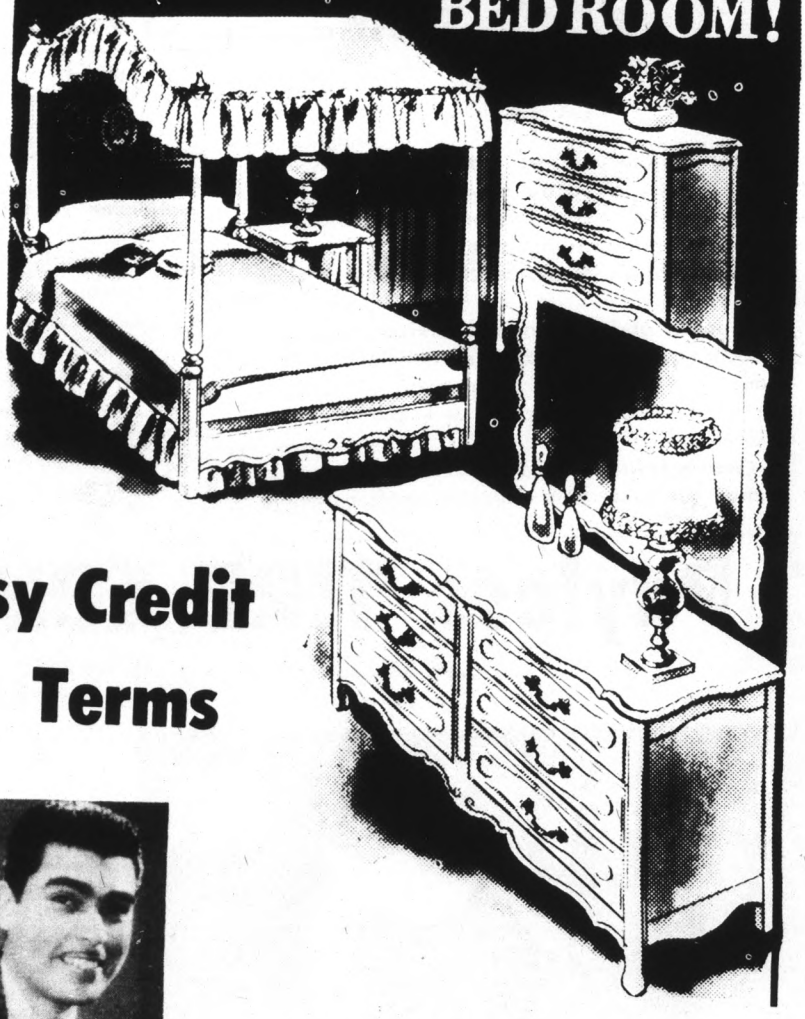


HANK COCA

*Spanish*
TV SHOW
CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.
SEE OUR WONDERFUL
WEEK END SPECIALS !

## FRENCH PROVINCIAL BEDROOM!





GIL COCA

## Easy Credit Terms



**JOE SAN**CHEZ



EDDIE BOJORQUEZ



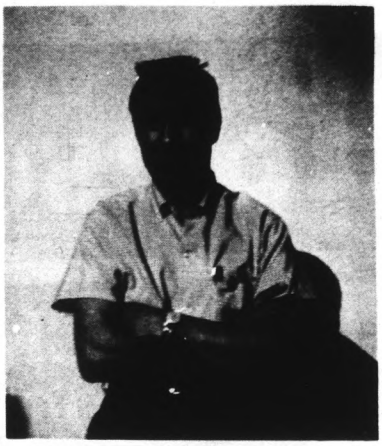
HENRY NAVARRO

WE GUARANTEE LOWEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE Style and Quality
No Carrying Chgs. just low Bank Interest terms

6 LOCATIONS to SERVE YOU !

| | |
|---|---|
| 1975 MISSION ST. | San Francisco |
| 7134 E. 14th STREET | OAKLAND |
| 2130 EL CAMINO | SAN MATEO |
| 836 E. Sonoma Blvd. | Vallejo, Calif. |
| 607 E. MARKET ST. | SALINAS |
| 82 E. SANTA CLARA ST. | San Jose |

**CY 7 - 9486** **82 E. Santa Clara St.**



## CUAL INDEPENDENCIA?

por Julio Garcia

No existen palabras para describir el aspecto tragico que ofrece un pueblo tan robada, engañado, y burlado como el mexicano, tratando de celebrar algo que no existe: esto es su independencia.

Mas tragico aun cuando ese pueblo es el de uno mismo.

Cuando abrira los ojos el mexicano para que se de cuenta que, el ser libre e independiente: "No quire decir que el tiene que trabajar para otras tierras por las cuales murieron el padre de la patria y miles de mexicanos."

Cuando abrira los ojos el mexicano para que se de cuenta que el ser libre e independiente no quiere decir, que el tenga que adoptar una cultura extranjera obligados por la miseria.

Cuando abrira los ojos el mexicano para que se de cuenta que independencia y libertad: "No quiere decir el que muchas de sus mejores mujeres anden de 'malinches' con los directos responsables del vicio, el hambre y la ignorancia de millones de nuestros hermanos."

Habra por ahi alguien que sepa quien financio la llamada revolucion Mexicana y conque fines?

No se puede llamar libre a un ser humano que desgarrado y hambriento se ve obligado a abandonar a sus seres mas queridos y su terruño para irse a trabajar al extranjero, en calidad de bestia de carga de ALQUILER. Para ese hombre solo hay un nombre y ese es: el de ESCLAVO.

Cuando abrira los ojos el mexicano????




Directors Coats - Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cummerbunds
Suspenders
and Accessories

$8.50

Daily 8 to 6:00 p.m. Mon. & Thurs. 'til 9
Sunday by Appointment.

**Ida's TUXEDO RENTAL**

CY 2 - 9102 380 S. First St.

# Payless TIRE COMPANY




*Ed Gonzalez*

BRING THIS AD to us FOR A FREE FLAT REPAIR

**La variacion mas Grande de Llantas Usadas desde $2.95**

Featuring the famous
REMINGTON TIRE
for as little as $9.77 with your
old tire regardless of condition

Facilidades de Pago

Abierto de 9:00 a 8:00 p.m.
Sabados 8 a 5:30 p.m.

**FLATS .69**
**WHEEL BALANCING .88**

**Tel. 251 - 8360**

**1815 ALUM ROCK AVE.**

*Generous George Motors*

**LOTE de CARROS USADOS**

**100% MEXICANO**

**No Hay Oferta Razonable que no se Acepte**

**GRATIS!**

Con la Compra de Un Carro se le regalara
10 Lineas de BOLICHE !

Toda Clase de Autos - Muy facil de Financiar
ABIERTO de 9:00 a 9:00 inclusive Domingos
GEORGE BURGUEÑO, Prop.

**294 - 7241** **1045 E. Santa Clara St.**



---

IN MEMORIAM

---

John Martinez

The staff of El Excentrico Magazine extends their condolences to the parents of John Martinez who passed away Tuesday, November 3rd at 8:20 p.m.

Our sympathy also to Mrs. Rosemarie Anita Vasquez Martinez, wife of the deceased.

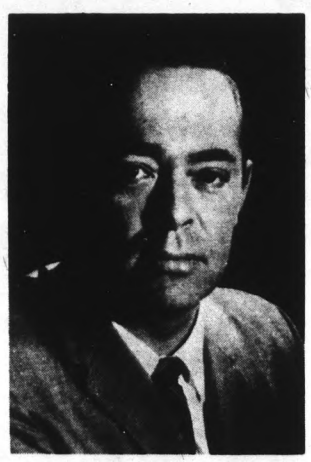
Interment at Oak Hill Cemetery on Saturday, Nov. 7 will follow a 9 A.M. mass at Guadalupe Church.

PARA CASAS *Bonanza*

**CY 2 - 7900** **CY 8 - 1966**

**VENDEDOR de La SEMANA**

DANIEL BOONE
Ha prestado sus servicios con BONANZA
por el pasado año y medio
Ampliamente conosido en nuestros circulos
sociales, persona de fino trato.



**La GANGA de La SEMANA**

2 RECAMARAS — $13, 500 precio total
Completamente amueblada — Posesion Inmediata
Excelente Condicion — Venta de Corte

**367 MERIDIAN ROAD** ENFRENTE DE SEARS



*Daniel Saldaña*

**LA ESPADA DE DAMOCLES**

CUAL ES EL ORIGEN DE ESTA FRASE?

Dionisio el Tirano de Siracusa estuvo siempre amenazado por la gran cantidad de enemigos, unos reales y otros imaginarios, que lo acechaban; nunca dormia dos noches seguidas en la misma habitacion, no se atrevia a confiar su cabeza a ningun barbero que no fuera de su absoluta confianza, hacia registrar antes a todas las personas que se le acercaban, usaba un coraza especial debajo de las vestiduras y si tenia que arengar al pueblo, lo hacia desde una torre tan alta que no pudiera ser blanco de algun enemigo.

A pesar de todos estos peligros tenia una prudente forma de actuar para no delatar su temor. En su corte habia el esplendor de las mas ricas cortes de aquellos tiempos y para muchos pasaba desapercibido el rencor de los griegos amantes de la libertad, la envidia de muchos por tan exagerado poder y riqueza, y la melosa adulacion de los que trataban de ganar la atencion de Dionisio para gozar del favor del soberano.

Damocles era un cortesano de los que decian a Dionisio lo mucho que envidiaban su poder, su riqueza y su felicidad; el esplendor de su corte y el respeto de sus gobernados.

Cansado Dionisio de tanta adulacion, ordeno preparar un banquete en el que Damocles ocuparia su lugar y recibiria todos los honores como si el fuera realmente el soberano. Damocles vio colmada su felicidad, gozaria a sus anchas de todo aquel esplendor que envidiaba tanto; se sento a la mesa en la que habia lo mejor calidad de vinos que se podian servir, los manjares eran de lo mas exquisito que paladar alguno pudiera gustar y como compania a la mesa estaba lo mas granado de la corte y las mas hermosas mujeres harian los honores al soberano, a su lado se sentaba el propio Dionisio, nada mas se podia pedir, esto era la felicidad completa. Antes de empezar a comer, Damocles volteo su cara hacia arriba y se dio cuenta que colgada del techo, estaba una pesada y filosa espada sin vaina y detenida solamente por una crin de caballo; al darse cuenta de el peligro en que estaba, comprendio lo que es realmente la felicidad de un tirano. La Espada de Damocles es el peligro que amenaza a una persona en medio de una aparente felicidad o prosperidad.

REUNION DE JUECES EN CARMEL, CALIFORNIA

Los dias 30 y 31 de Octubre se reunieron en Highlands Inn Carmel los componentes del Instituto de Jueces de Cortes Municipales y de Justicia, para llevar a cabo una gran conferencia.


**Jo-Mar BEAUTY SALON**

Salon de Belleza Mexicano

**Special**

*Cold Wave*

**Permanent**

**$7.50**



EXPERIENCED OPERATORS
Who use only the Fine: Solutions and Fully GUARANTEE Their WORK

JOSEPHINE MONTECINO

Open SUNDAY'S 10:00 a.m. to 4:00 p.m.

OPEN Tuesday thru Saturday 9:30 to 6:00 p.m.

CLOSED MONDAY

Thursday and Friday Open Evenings by Appointment

Corner Delmas and Auzerais

**CY 2 - 2550 385 Delmas Ave.**

**MADAM Zora**



**ADIVINADORA**

Poseedora de SABIDURIA Para ayudarle en Problemas de SALUD - ENFERMEDAD TRABAJOS - NEGOCIOS Traigame sus Problemas

Esta Sra. ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.

CY 5-6210 144 S. 2nd. St.

**Liberty Barber Shop**

**Barberia Mexicana**

TRES EXCELENTES BARBEROS

Se le ofrece un corte de pelo de Primera y ademas con tres sillas no tiene que esperar

PRECIOS MODICOS

295 - 9719 79 S. MARKET ST.



FRANK DAVILLA
AX 6 - 0306



**Rainbow Ballroom**

**Dancing Every Saturday and Sunday**

*The Home of all the Main Attractions*

*Orquesta Los Marcianos*

Presentando a sus cantantes favoritos
ELENA y NANDO
TODOS LOS SABADOS

**Albiertico y su Orquesta**

Actuacion Especial de la MULATA de FUEGO
9:30 a 1:30 a.m.
DOMINGO 29 de Noviembre, 1964




## STAFF PREPS FOR ANNIVERSARY FETE

Dave Sierra (left) EXCENTRICO's Assistant Editor points out mistake in copy to Manuel Fernandez, Excentrico's Top Pressman-Photographer-Process Man.

Copy said that the 15th Anniversary Dinner-Dance was to be held at the Americana Beach Hotel in Miami Beach, Florida. That was incorrect and our eagle-eyed Assistant Editor caught the error. Manuel smile stems from the fact that the error was a deliberate one to test the Ed's alertness.

The Dinner-Dance, in fact, will be held on Friday, December 4th, at the Terrace Room of the HAWAIIAN GARDENS in San Jose.

Tickets priced at $10 per couple are available from Chairman Pat Vasquez, 258-1277, or you may pick them up from Excentrico headquarters at 195 Devine Street, San Jose, Calif.

The Dinner-Dance will honor ALL past Excentrico columnists and contributing writers in addition to being a testimonial for our Publisher, H. Garcia, Sr.


**Mexico CORN TORTILLAS**

*Ozuna* **PRODUCTS**

CY 3 - 1773 363 AUZERAIS AVE. SAN JOSE, CALIFORNIA



## UNION CITY NEWS

*Simon Villa*

Las concidencias en las muertes de los Presidentes Abraham Lincoln y John F. Kennedy:

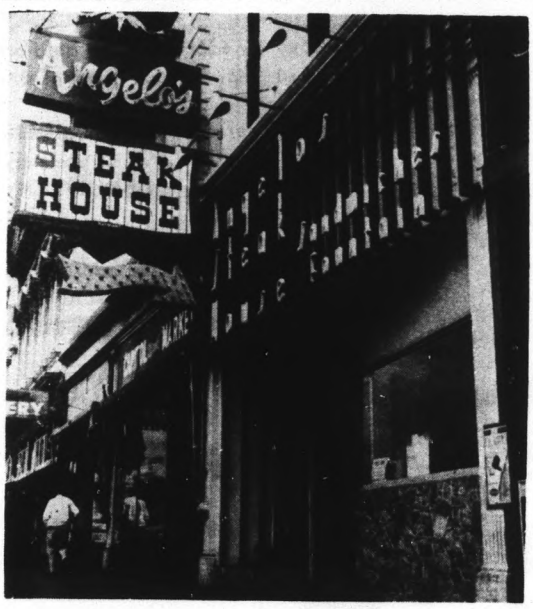
Lincoln fue electo en 1860, Kennedy en 1960.
Los dos lucharon por los derechos civiles.
Las esposas de ambos perdieron familia mientras en la Casa Blanca.
Los sucesores de ambos llevaron por nombre Johnson, ambos fueron Democratas Sureños.
Y fueron Senadores.
Andrew Johnson nacio en 1808, Lyndon Johnson en 1908.
Lincoln y Kennedy ambos fueron muertos por disparos de bala, en Viernes.
Ambos por la espalda y en la cabeza.
Las esposas de ambos estaban presentes cuando fueron asesinados.
John Wilkes Booth nacio en 1839, Lee Harvey Oswald en 1939.
Booth balaceo a Lincoln en un teatro y corrio a un almacen o bodega.
Oswald balaceo a Kennedy de un almacen y corrio a un teatro.
La Secretaria de Lincoln quien llevo por nombre Kennedy, lo aconsejo que no deberia ir al cine.
La Secretaria de Kennedy que se apellida Lincoln, aconsejo en contra a Kennedy de su viaje a Dallas, Texas.
Los nombres Lincoln y Kennedy llevan 7 letras.
Los nombres Andrew Johnson y Lyndon Johnson cada uno contiene 13 letras.
Los nombres John Wilkes Booth y Lee Harvey Oswald cada uno contiene 15 letras.
Ni Booth ni Oswald fueron procesados por las muertes de los presidentes.
El candidato Republicano en la eleccion al fin de el periodo de Lincoln fue un General, su apellido comensaba con G. De el partido Republicano al final del periodo de Kennedy el candidato es GOLDWATER. Y es General!

* * * * *

JOHN ADAMS Y THOMAS JEFFERSON

John Adams y Thomas Jefferson. Aunque eran miembros de partidos contrarios, sirvieron como Presidente y Vice Presidente, respectivamente en el mismo periodo! Ambos murieron el mismo dia del mismo año -- Julio 4, 1826. Fecha del 50 aniversario de la Declaracion de Independencia.

-- Traduccion por SIMON VILLA


**Steaks $1.25 Abierto 24 Horas**

Originarios de los famosos Steaks por $1.25
Incluye Ensalada, Pan y Mantequilla
ALMUERZO - LUNCH - CENA
Nunca Cerramos Las PUERTAS
FREE PARKING - 38 S. 3rd St. Carl & Al's
" Visitenos despues del Show o Baile "

**CY 7 - 7184 72 E. Santa Clara St.**

*Checkerboard* **GARAGE**
**TALLER de MECANICA**



*Lionel Banda*

ESPECIALISTAS en
TRANSMISIONES AUTOMATICAS
Tune - Up MOTOR OVERHAUL
**Reparaciones en General**

**CL 1 - 0606 1991 ALUM ROCK AVE.**



En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

*EXAMEN CIENTIFICO*

Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
El Lunes y Jueves esta abierto hasta las 9:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

*PAGOS FACILES*

CY 5 - 4805 67 S. FIRST ST.



MR. and MRS.
Anthony and Esther Trillo

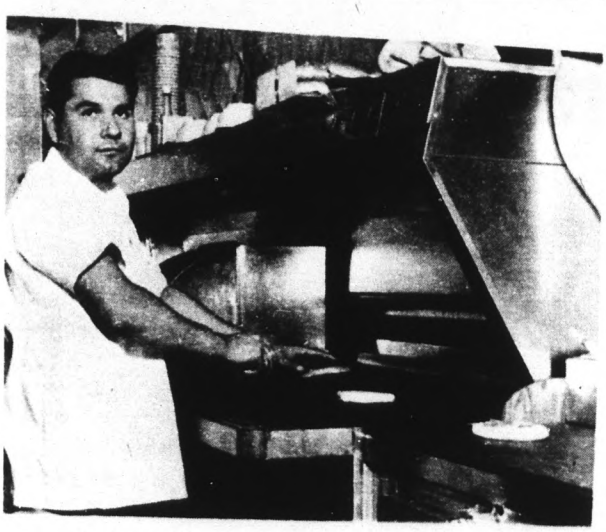
EXCENTRICO presents ..... personalities that attended Club SAN FELIPE FORMAL Sat. July 25 - Cabaña Motel



RAY CABELLO
ARMIDA MEDINA



LYDIA RIOJAS
JESS MUSQUEZ
SARA CAMPISTA



En la grafica: MANUEL CALSADILLAS
Atento gerente de este acreditado Restaurant

*Pink Elephant Drive - In*

MEXICAN & AMERICAN FOOD

*Catering Service*

Receptions - Weddings - Parties

●

Todo lo que Ud. necesite para PARTIES o BODAS con referencia a comida nosotros Solucionaremos su PROBLEMA con un Servicio Rapido y Esmerado.

ABIERTO: Diariamente de 11:00 a.m. a 10:00 p.m.
VIERNES y SABADOS hasta media noche

251 - 2141 401 S. KING ROAD

# Maria's COCKTAIL LOUNGE

## BAILE VIERNES - SABADOS

*El Centro Nocturno*

☆☆☆☆☆☆ *Mas Elegante*

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9879 728 N 13th St.

**TEDDY RODRIGUEZ Y SU CONJUNTO**



Oh... Oh... FRANKIE...

We guarantee our dear readers that this monster from outer space will not attend our 15th Anniversary BANQUET - DANCE to be held Friday, December 4th at the Hawaiian Gardens, with Ray Camacho furnishing the Music for Dancing. Dinner will be served from 7 to 8:30, Bids are $5.00 per person. Get yours early from any of the staff writers. They are going FAST ! The Frankie costume won Mr. Gilbert Solarez two 1st. prizes at local dances on Halloween nite.

**Excentrico Magazine 15th Anniversary**

**Banquet - Dance Friday, December 4**



# Adair INSURANCE

# REAL ESTATE

*"Casa de Buen Servicio"*

Si por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERTO ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

*Gilbert Adair*

**ASEGURANZA** **NOTARIO PUBLICO**

**REAL ESTATE**

CL 1 - 5540 o CL 1 - 5541

**1508 E. SANTA CLARA ST.**




El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranza y Real Estate.



## *Bautismo*

El Domingo 18 de Octubre
En la Iglesia de Nstra. Sra. de Guadalupe
a las 2:30 de la tarde, en esta ciudad
Las Gemelitas
SHERRY ELIZABETH y TERRY LYNNE ANDRADE
Recibieron el Santo Sacramento del Bautismo
de manos del Rev. P. Gonsalves.
En la foto sus padres Richard y Mary Ann Andrade, al centro sus padrinos: Cy y Josephine Gonzales.
Las gemelitas nacieron el dia 28 de Agosto de este año.

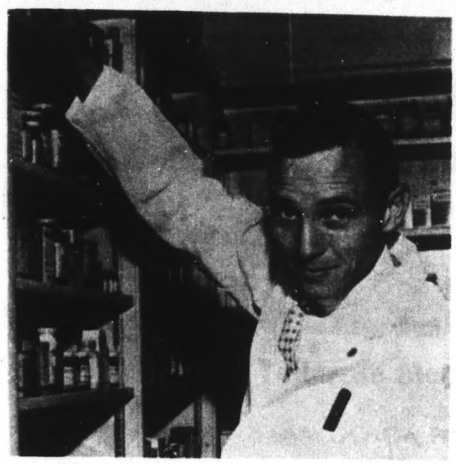


Los padrinos Cy y Josephine Gonzales por tal motivo organizaron una fiestecita en su residencia 18881 Arata Way en Cupertino, California.

**Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian**


# FLORES *Pharmacy*

**La FARMACIA MEXICANA del Condado de Santa Clara**



*William T. Ellis* FARMACEUTICO

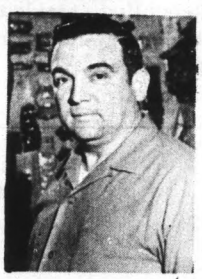
Abierta de 10:30 a.m. a 7:30 p.m. Lunes a Sabado
RECETAS - Hierbas Medicinales
Remedios de Casa COSMETICOS
Para Recetas de Emergencia diga a su Doctor que llame
A Flores Pharmacy 294-4181 a cualquier hora.

294 - 4181 97 S. MARKET ST.

# *La Cocina* CAFE

## COMIDA MEXICANA

ESPECIALIDAD
COMIDAS MEXICANAS
y SABROSOS ANTOJITOS
Manuel y Elizabeth Morales
Propietarios.



CY 3 - 9864 131 W. Santa Clara St.

## Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: De LUNES a SABADO
3:00 p.m. a 7:00 p.m.
ENFERMEDADES de SEÑORAS y NIÑOS
Facilidades para Completo Examen Fisico
RAYOS X y LABORATORIO
Consultas en Español e Ingles

**CY 5 - 8870 565 Almaden Ave.**



NEW YEAR'S
Party Novelties
Gadgets - Magic - Jokes - Gags
GIFTS - STUFFED ANIMALS
Wholesale - Retail
WEDDING INVITATIONS

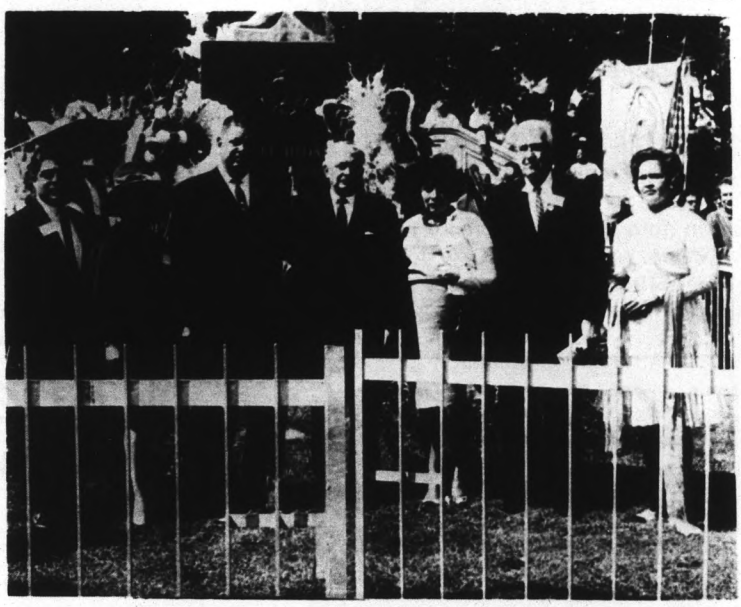
**Are Pleased to Announce the Opening of Our**
**New Sales and Show Rooms At**
**85 E. San Fernando Street**
**SAN JOSE, CALIFORNIA**

**NOVELTIES - ADVERTISING SPECIALTIES - PARTY GOODS**
**BUSINESS & SOCIAL PRINTING**
**Retail - Wholesale**

**HO - SALE ENTERPRISES**
**Phone 295-9832**
**Area Code 408**


## Comision Honorifica Mexicana

La delegacion de oficiales de la Comision Honorifica de San Jose, que llevaron la representacion oficial de la colonia sanjosefina al acto simbolico de colocar una ofrenda floral ante el monumento del Padre de la Patria D. Miguel Hidalgo y Costilla en parque Mission Dolores de la ciudad de San Francisco, la mañana del miercoles 16 de Septiembre de 1964. De izquierda a derecha: Sr. y Sra. Carl Roach, Sr. D. Benjamin Ulloa, Presidente de la Comision, Lic. Julio Santos Coy, Subsecretario de trabajo dentro del gabinete del Presidente de la Republica Mexicana, Lic. Adolfo Lopez Mateos, Sra. Maria de la Luz Sanchez, Protesorera y Luz Maria Araiza, Abanderada.




*Simon's* **Beauty Salon**
**Salon de Belleza Mexicano**

*Permanent Wave*
PRECIO COMPLETO.
**$ 5 .00**

LAS MEJORES ESTILISTAS en EL Norte de California

ABIERTO:
Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

**Domingos de 9 a 5:00**



*Teddy Castillo*

NO NECESITA CITA

SERVICIO DE BELLEZA COMPLETO
Corte de Pelo - ESTILO - PINTURA - PLATEADO

**Tel. 295 - 5391**

32 South MARKET STREET
( Cercas de la Farmacia LA ROSA )

## Salas - Garcia



El dia 27 de Junio del año en curso, marcando el reloj las 12:00 del dia, en la Iglesia HOLY TRINITY de esta ciudad, la Srita. EMILY GARCIA hija de Refugio y Annie Garcia unio su destino con el del joven ALBERT SALAS hijo de Antonio y Antonia Salas en solemne Ceremonia Religiosa. La RECEPCION se verifico en el S.E.S. Hall en la vecina cd. de Santa Clara, asistieron mas de 500 invitados. Su LUNA de MIEL la disfrutaron en Los Angeles y a su regreso establecieron residencia en esta. Emily es nativa de Orange County California y Albert de Phoenix, Arizona.

En la foto de iz. a der: Albert Avila, Bonnie Avila, Robert Swaine, Victor Yñiguez - padrino, Ray Gonzales Robert Delreal, Joe Menchaca, Velia Yñiguez, Alice Barajas, Linda De La Garza, Angie Hernandez - madrina Connie Serecerez, Terry Yñiguez, Alice Garcia y los pajecitos Randy y Raymond Yñiguez, Yolanda y Beatrice Molina. LEITER STUDIO.


## Fred & Sam's Sunland Service



**Gasolinera - Taller de Mecanica**

FRED ROCHA and SAM OCHOA, PROPS.

ONE STOP AUTOMOTIVE SERVICE

Rebuilt Motors - Radiator Repairs - Starters
Generators - Smog Control Devices Installed
BATTERIES - TIRES - ACCESSORIES

241 - 1317 2511 Newhall Santa Clara

## Citizens Television



En la grafica: Ray Reyes Gen. Mgr. Charles Meredith Service Mgr. Jose G. Mota, Gene (Kay) Kledzik Sales Mgr. listos para ayudarle en compra o reparaciones.

**Televisores Usados desde $19.95**

CAR RADIOS - ANTENNA SPECIALISTS
2 WAY RADIO MOBIL for CARS
No job too big or small - All Work Guaranteed
Open Monday thru Sat. 9:00 a.m. to 9:00 p.m.

CY 2 - 9204 347 WILLOW ST.



EL FOTOGRAFO de las ESTRELLAS ... !

*Richard Diaz*



Formerly Brawley, California residents this lovely damsels decided that San Jose was for them, they ar l to r: Terry Trujillo, linda Mendez and Eva Medrano.

Having a blast at the Rainbow was Miss BETTY VARGAS of San Jose



Miss MARY ELLEN FIERRO daughter of Mr. and Mrs. Joe Fierro exchanged vows with Mr. JOHN TRUJILLO son of Mr. and Mrs. Mike Trujillo at a Garden Wedding at 551 Keys St. On August 22, 1964 at two in the after noon, Judge Dempsey officiated. Reception was held at the same address with more than 200 guests attending. Mary is a native of this city and John of Shafter, Calif. They spent their honeymoon in Santa Cruz, established residence in this city.

In photo left to right: Rudy Rodriguez, Pat Garcia, Chuck Garcia, Linda Lopez, Ruben Hernandez - best man Pirscella Hernandez - Maid of Honor, Mary Fierro, John Trujillo, Madlène Gallegos, Jerry Garcia, Billie Garcia Paul Trujillo, Leisa Pantoja, Manuel Piñon, Frank Gallegos - Ring bearer, Kathy Fierro - flower girl.

.... the best of luck & Happines...





DON la encantadora GAY y ART MARTINEZ
lo atenderan con toda cortesia.

**Art Martinez** MENS WEAR

*La Tienda del Caballero Elegante*

ULTIMOS ESTILOS en ROPA
para CABALLERO

**Black MOHAIR Continental SUITS**

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR .CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats
*Pendelton Shirts*

Abierto los Lunes, Juev.-Vier.
hasta las 9:00 p.m.

INTERNATIONAL
and
Bank of America
Chg. Plans

*Art Martinez*

**CY 3-3236 290 S. FIRST ST.**


BIRTHDAY PARTY
for KIKO MORALES
August 23rd

Left to right: David Morales, Linda M. Abraham, Lupe Morales, Kiko Morales, Gabriela Morales, Estela Morales, Martina M. Rodriguez, Gabino Morales y Livanio Morales.

The party was held at the Azteca Hall. Kiko Morales has been playing professional for one year.

picut photo R. Diaz.




*American* Electronic Service

AES **SPECIAL ON TV REPAIRS**

**$2.95 SERVICE CALL**

PLUS PARTS

1 Hour Service in Most Cases 40% Less on Tubes
90% Repairs Completed in Home Antenna Specialists
No Extra Charge for Color TV
Service Saturday and Sunday. 24 Hours.
FREE LOANERS on SHOP JOBS
We carry our own contracts - Financing Available

**251-3347 2193 ALUM ROCK AVE.**




BEST QUALITY PARTS and CRAFTSMANSHIP





Dave Sierra

## FORUMEERS GIVE BLOOD FOR S. J. MAN

Members of the American GI Forum, San Jose Chapter, were among those who donated blood on Thursday, November 5th for John Martinez, 17, of 1496 Pomona Avenue, San Jose, California.

John is in San Jose Hospital suffering from fractures, massive abrasions and lacerations of the back suffered last week when he was dragged half a mile over pavement while hooked to the underside of a speeding automobile.

John Martinez is the son-in-law of Excentrico columnist and Vice Chairman of the San Jose GI Forum, Pat Vasquez.



JOHN MARTINEZ

All of us at EL EXCENTRICO want to wish Johnny Martinez the very best of luck and hope that he completely recovers from his frightening ordeal.

---

As those of you with 20-20 vision can see, those net stockings in the photo at left are decorating some very attractive legs. This young lady appeared recently at the Rainbow Ballroom and was caught on film by Richard Diaz, El Fotografo De Las Estrellas.



***

# *Pink Elephant* MARKET

## ★ Complete line of Mexican Foods

En la grafica parte del atento personal que le atendera en ESPAÑOL.

LINEA COMPLETA de CHILE, ESPECIES y MANTECA.

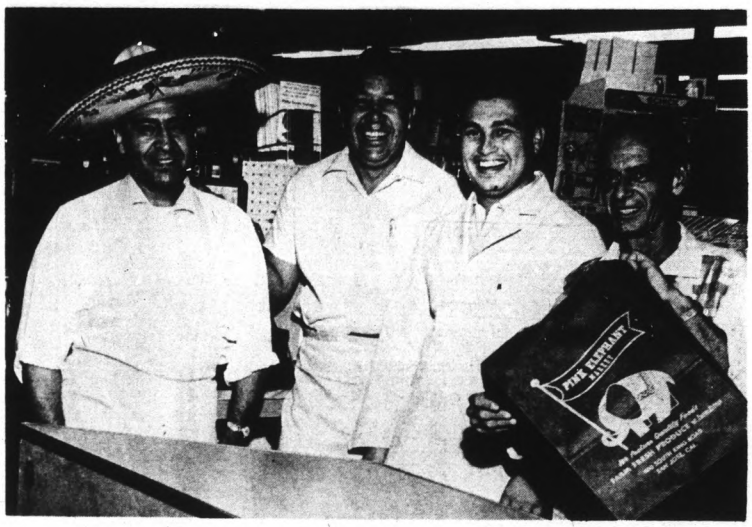
Los Precios Mas Bajos de Plaza en la famosa Harina LA PIÑA.

AMERICAN EXPRESS MONEY ORDERS

Se Regalan THRIFTY GREEN STAMPS

Abierto Diariamente hasta las 11:00 p.m.

DOMINGOS hasta las 9:00 p.m.




★

**Tripe & Pigs Feet** .09c lb.

**3 doz. Corn Tortillas** .39c

**Fruits & Vegetables at Farm Prices**

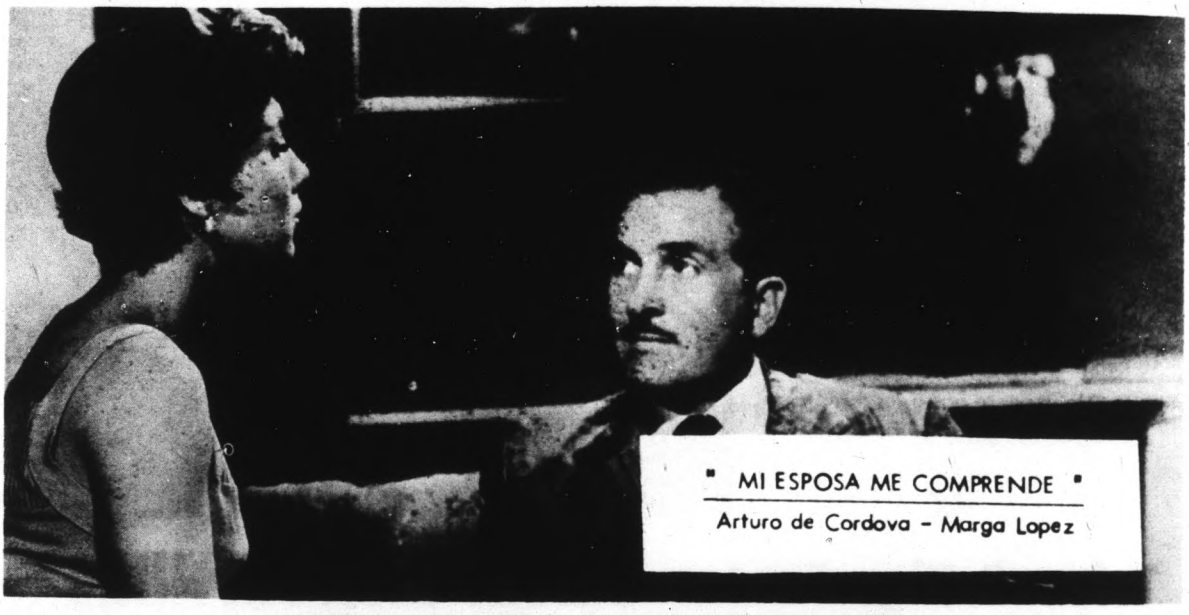



**251 - 1929** **400 S. KING ROAD** **San Jose**

# TEATRO LIBERTY

Tony Di Maria
GERENTE

CYpress 7 - 1456 67 S. Market St. San Jose, Cal.




## MIERCOLES 11 de NOVIEMBRE

